

1     CLAIMS

2     What is claimed is:

- 3     1. An advertisement distribution system comprising:  
4         a content provider system, for providing for a user  
5         terminal a content to which an identifier has been added;  
6         a user terminal, for receiving said content, via a  
7         network, from said content provider system, and for  
8         identifying and outputting, to said network, said  
9         identifier added to said content; and  
10         an advertisement provider system, for the  
11         distribution to said user terminal, based on said  
12         identifier output by said user terminal, of a  
13         predetermined advertisement via said network.
- 14    2. The advertisement distribution system according to  
15    claim 1, further comprising:  
16         an agent server system, for managing said identifier  
17         added to said content,  
18         wherein said agent server system employs said  
19         identifier, output by said user terminal, to transmit an  
20         advertisement distribution trigger to said advertisement  
21         provider system for the distribution of said predetermined  
22         advertisement.
- 23    3. A content registration/management system comprising:  
24         content registration request reception means, for  
25         receiving a request for content registration from a

1 content provider that provides content;  
2 identifier provision means, for setting an  
3 identifier, based on said request that is received, to be  
4 added to said content that is to be provided a user  
5 terminal, and for providing said identifier to a content  
6 provider; and  
7 a content ledger database, for storing information  
8 related to said identifier provided said content provider.

9 4. The content registration/management system according  
10 to claim 3, further comprising:

11 identifier reception means, for receiving from a user  
12 terminal an identifier provided for said user terminal;  
13 and

14 content reproduction information collection means,  
15 for collecting, based on the reception of said identifier,  
16 information related to the reproduction of content.

17 5. The content registration/management system according to  
18 claim 4, further comprising:

19 an advertisement ledger database for registering a  
20 list of contents that can be used as advertisement media;  
21 and

22 notification means for searching said advertisement  
23 ledger database based on said received identifier, and for  
24 transmitting an advertisement distribution request to an  
25 advertiser.

26 6. An advertisement distribution management system, which  
27 is connected to a user terminal connected to a network and

1 which manages the distribution of an advertisement to a  
2 user terminal, comprising:

3 an advertisement ledger database, for the storage  
4 therein of a list to which content used as an  
5 advertisement medium and information concerning an  
6 advertisement distribution site for disseminating said  
7 advertisement when said content is reproduced;

8 reception means, for receiving a content ID output by  
9 said user terminal when said content is reproduced;

10 search means, for performing a search, based on said  
11 content ID, of said advertisement ledger database for said  
12 predetermined advertisement distribution site; and

13 notification means, for issuing to said advertisement  
14 distribution site, when found, an advertisement  
15 distribution request.

16 7. The advertisement distribution/management system  
17 according to claim 6, wherein said reception means  
18 receives address information for said user terminal, and  
19 said notification means transmits the address information  
20 to said advertisement distribution site.

21 8. A content provider system, which is connected to a  
22 user terminal via a network and which provides a content  
23 for said user terminal, comprising:

24 storage means, for storing pertinent content and a  
25 corresponding content ID for identifying said pertinent  
26 content;

27 reception means, for receiving a content download  
28 request from said user terminal; and

1 content provision means, for reading, based on said  
2 content downloading request, said pertinent content and  
3 said corresponding content ID from said storage means, and  
4 for providing for said user terminal said pertinent  
5 content and said content ID.

6 9. The content provider system according to claim 8,  
7 wherein said storage means is used to store a content with  
8 a content ID being embedded.

9 10. The content provider system according to claim 8,  
10 further comprising:  
11 registration request output means, for outputting a  
12 registration request to an agent server that manages a  
13 content ID; and  
14 content ID reception means, for receiving, based on  
15 said registration request, said content ID from said agent  
16 server.

17 11. A user terminal comprising:  
18 content reproduction means, for reproducing content  
19 wherein a content ID has been embedded;  
20 detection means, for detecting said embedded content  
21 ID when said content is to be reproduced;  
22 notification means, for transmitting said detected  
23 content ID to a predetermined server via a network; and  
24 additional information reception means for receiving  
25 from a predetermined additional information distribution  
26 site, via a network, additional information corresponding  
27 to said content ID.

1 12. The user terminal according to claim 11, wherein,  
2 before reproduction of said content, said content  
3 reproduction means outputs said additional information  
4 received by said additional information reception means.

5 13. The user terminal according to claim 11, further  
6 comprising:  
7 content search means, for searching, via a network,  
8 for preferred content in a predetermined server; and  
9 downloading means, for downloading, as a search  
10 result obtained by said content search means, content in  
11 which said content ID is embedded.

12 14. An advertisement distributor system comprising:  
13 registration request output means, for outputting an  
14 advertisement registration request to an agent server  
15 system that manages an identifier included in  
16 predetermined content;  
17 address information reception means, for receiving  
18 address information for a user terminal that reproduces  
19 content; and  
20 advertisement data distribution means, for  
21 distributing advertisement data that is output to said  
22 user terminal for content reproduction.

23 15. The advertisement distributor system according to  
24 claim 14, further comprising:  
25 bill reception means, for receiving from said agent  
26 server system a bill corresponding to the frequency

1     whereat content is reproduced; and  
2         advertisement fee payment means, for paying an  
3     advertisement fee in accordance with said bill.

4     16. A content reproduction program that permits a  
5     computer, for reproduction of content in which a content  
6     ID is embedded, to perform:  
7         a function for detecting said content ID embedded in  
8     said content;  
9         a function for transmitting said content ID via a  
10    network; and  
11         a function for, before content reproduction,  
12    outputting advertisement data, based on said content ID,  
13    that has been received via said network.

14    17. The content reproduction program according to claim  
15    16, wherein said function for outputting said  
16    advertisement data that is received displays an  
17    advertisement, interacting with the reproduction of said  
18    content.

19    18. A storage medium on which a computer stores a  
20    computer-readable program that permits said computer to  
21    perform:  
22         a process for, before content reproduction, detecting  
23    said content ID embedded in said content;  
24         a process for transmitting said content ID via a  
25    network; and  
26         a process for outputting additional information,  
27    based on said content ID, that are received via a network,

1 while interacting with said content reproduction.

2 19. An additional information distribution method  
3 comprising the steps of:

4 providing an identifier for digital content to  
5 identify said digital content;

6 detecting said identifier before reproduction of said  
7 digital content to which said identifier is added;

8 transmitting said detected identifier, together with  
9 user terminal information, to a network; and

10 distributing predetermined additional information to  
11 said user terminal based on said identifier that is  
12 transmitted.

13 20. The additional information distribution method  
14 according to claim 19, wherein said predetermined  
15 additional information to be distributed is an  
16 advertisement that corresponds to said digital content.

17 21. The additional information distribution method  
18 according to claim 20, further comprising the steps of:  
19 counting said identifiers transmitted to said  
20 network; and

21 charging an advertisement distributor in accordance  
22 with the number of advertisements that are distributed.

23 22. A content distribution system comprising:

24 a content provider system, for providing for a user  
25 terminal a content to which an identifier has been added;

26 a user terminal, for receiving said content, via a

1 network, from said content provider system, and for  
2 identifying and outputting, to said network, said  
3 identifier added to said content; and  
4 an content provider system, for the distribution to  
5 said user terminal, based on said identifier output by  
6 said user terminal, of predetermined content via said  
7 network.

8 23. A method comprising steps to implement the functions  
9 of the content distribution system of claim 22.

10 24. A method comprising steps to implement the functions  
11 of the content registration/management system of claim 3.

12 25. A method comprising steps to implement the functions  
13 of the advertisement distribution management system of  
14 claim 6.

15 26. A method comprising steps to implement the functions  
16 of the content provider system of claim 8.

17 27. A method comprising steps to implement the functions  
18 of the user terminal of claim 11.

19 28. A method comprising steps to implement the functions  
20 of the advertisement distributor system of claim 14.

21 29. An article of manufacture comprising a computer usable  
22 medium having computer readable program code means embodied  
23 therein for causing content distribution, the computer



1 readable program code means in said article of manufacture  
2 comprising computer readable program code means for causing  
3 a computer to effect the steps of claim 23.

4 30. A computer program product comprising a computer  
5 usable medium having computer readable program code means  
6 embodied therein for causing advertisement distribution,  
7 the computer readable program code means in said computer  
8 program product comprising computer readable program code  
9 means for causing a computer to effect the functions of  
10 claim 1.

11 31. A computer program product comprising a computer  
12 usable medium having computer readable program code means  
13 embodied therein for causing content  
14 registration/management, the computer readable program code  
15 means in said computer program product comprising computer  
16 readable program code means for causing a computer to  
17 effect the functions of claim 3.

18 32. A computer program product comprising a computer  
19 usable medium having computer readable program code means  
20 embodied therein for causing content provision, the  
21 computer readable program code means in said computer  
22 program product comprising computer readable program code  
23 means for causing a computer to effect the functions of  
24 claim 8.

25 33. A computer program product comprising a computer  
26 usable medium having computer readable program code means

1 embodied therein for causing content advertisement  
2 distribution, the computer readable program code means in  
3 said computer program product comprising computer readable  
4 program code means for causing a computer to effect the  
5 functions of claim 14.